

Mr. L. F. Meyer

August 23, 1972

J. E. Wickham

Comparison of Eleventh Market Survey Data of FTC, TITL,
and Philip Morris Data

The tar data reported by the Federal Trade Commission (FTC) for the 11th Market Survey dated August 16, 1972, were higher than similar data generated by TITL or Philip Morris. The nicotine data between the three laboratories were in good agreement. Graphs (1-6) showing these comparisons are attached.

The overall average for the 142 varieties of domestic cigarettes reported for tar and nicotine are given for both Market Surveys #10 and #11.

| | <u>Average of All Brands</u> | | |
|--------------------------|------------------------------|-----------|-------------|
| | <u>FTC</u> | <u>PM</u> | <u>TITL</u> |
| <u>Market Survey #11</u> | | | |
| FTC Tar, mg/cigt. | 18.3 | 17.9 | 17.9 |
| Nicotine, mg/cigt. | 1.24 | 1.25 | 1.22 |
| <u>Market Survey #10</u> | | | |
| FTC Tar, mg/cigt. | 18.8 | 18.3 | 18.0 |
| Nicotine, mg/cigt. | 1.25 | 1.27 | 1.19 |

Graph #7 gives the comparison of FTC Tar data for Market Survey #10 vs. #11. Market Survey #11 is approximately 0.5 mg lower than Market Survey #10.

JEW:nwp

cc: Dr. H. Wakeham
Mr. F. E. Resnik
Dr. R. B. Seligman
Mr. R. N. Thomson
Mr. R. Piercy

Attachments (7)

PM3001060860

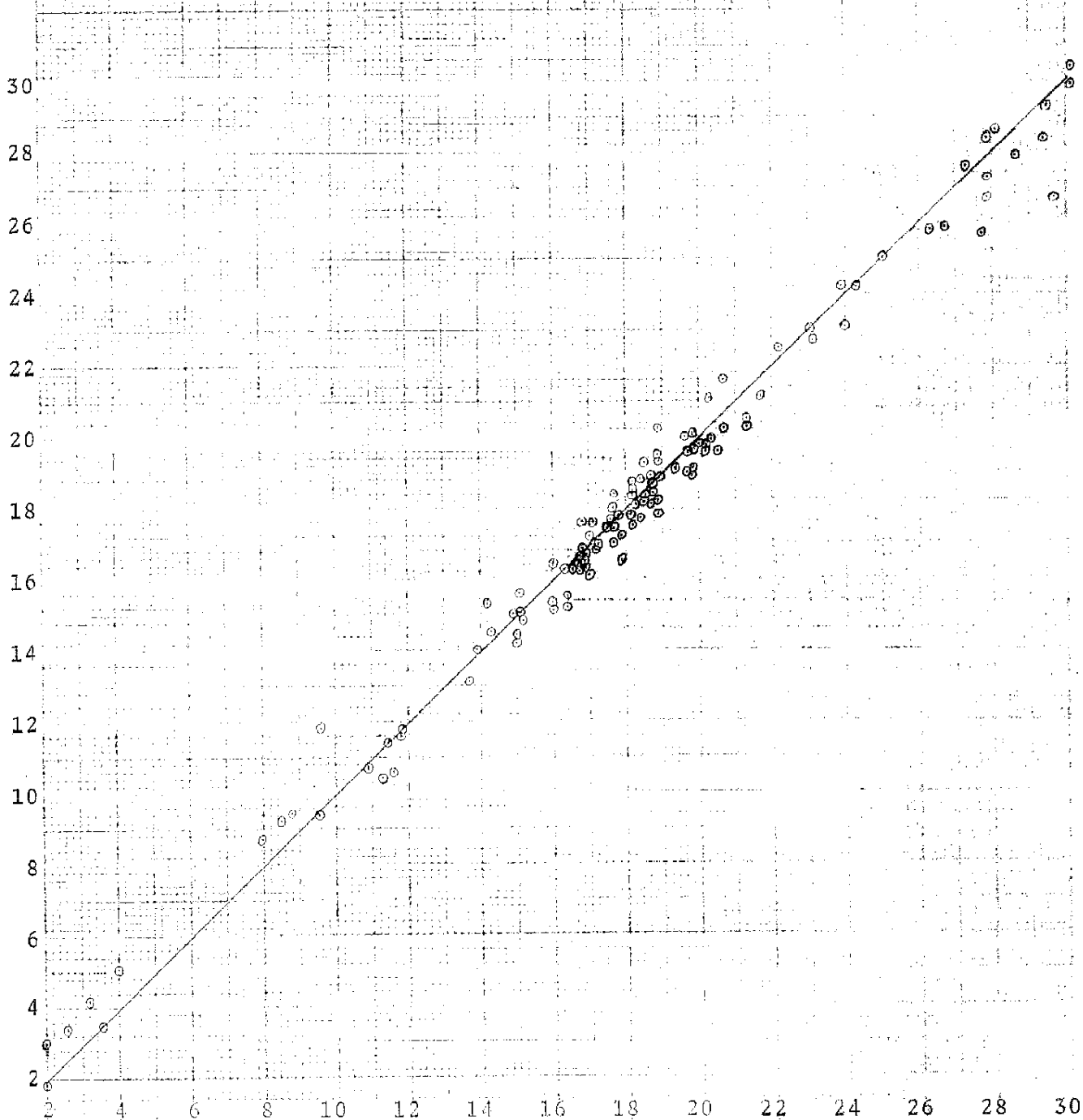
TITL MARKET SAMPLE #11

FTC TAR, MG/CIGT.

GRAPH #1

FTC TAR

TITL MARKET SAMPLE #11 vs. PM DATA (JANUARY, 1972)



FTC TAR, MG/CIGT.

PHILIP MORRIS DATA (JANUARY, 1972)

The 45° line represents zero difference in the FTC Tar between laboratories.

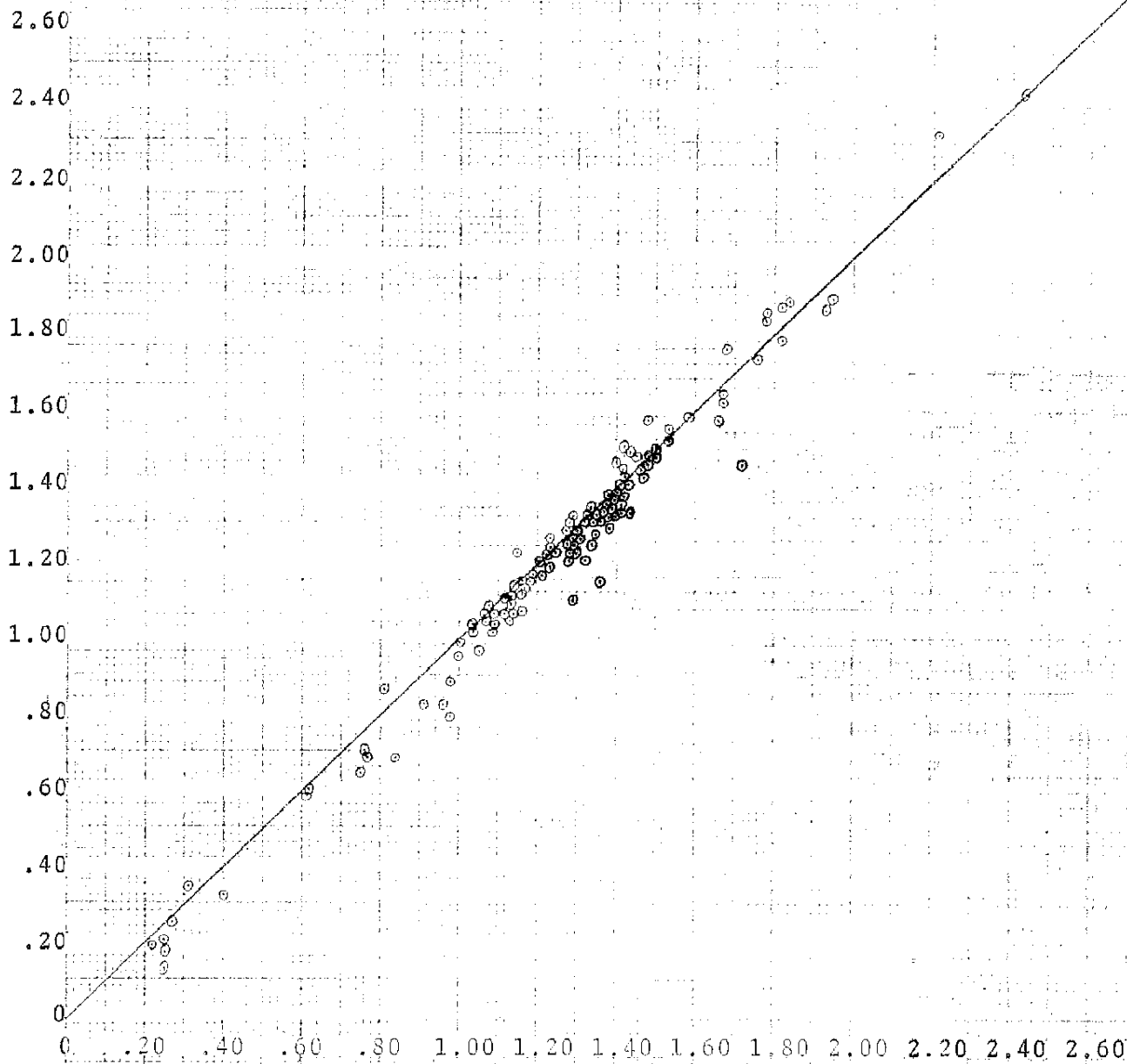
PM3001060861

GRAPH #2

NICOTINE, MG/CIGT.

TITL MARKET SAMPLE #11 vs. P. M. DATA (JANUARY, 1972)

TITL MARKET SAMPLE #11
NICOTINE, MG/CIGT.



NICOTINE, MG/CIGT.

PHILIP MORRIS DATA (JANUARY, 1972)

The 45° line represents zero difference in the
nicotine between laboratories.

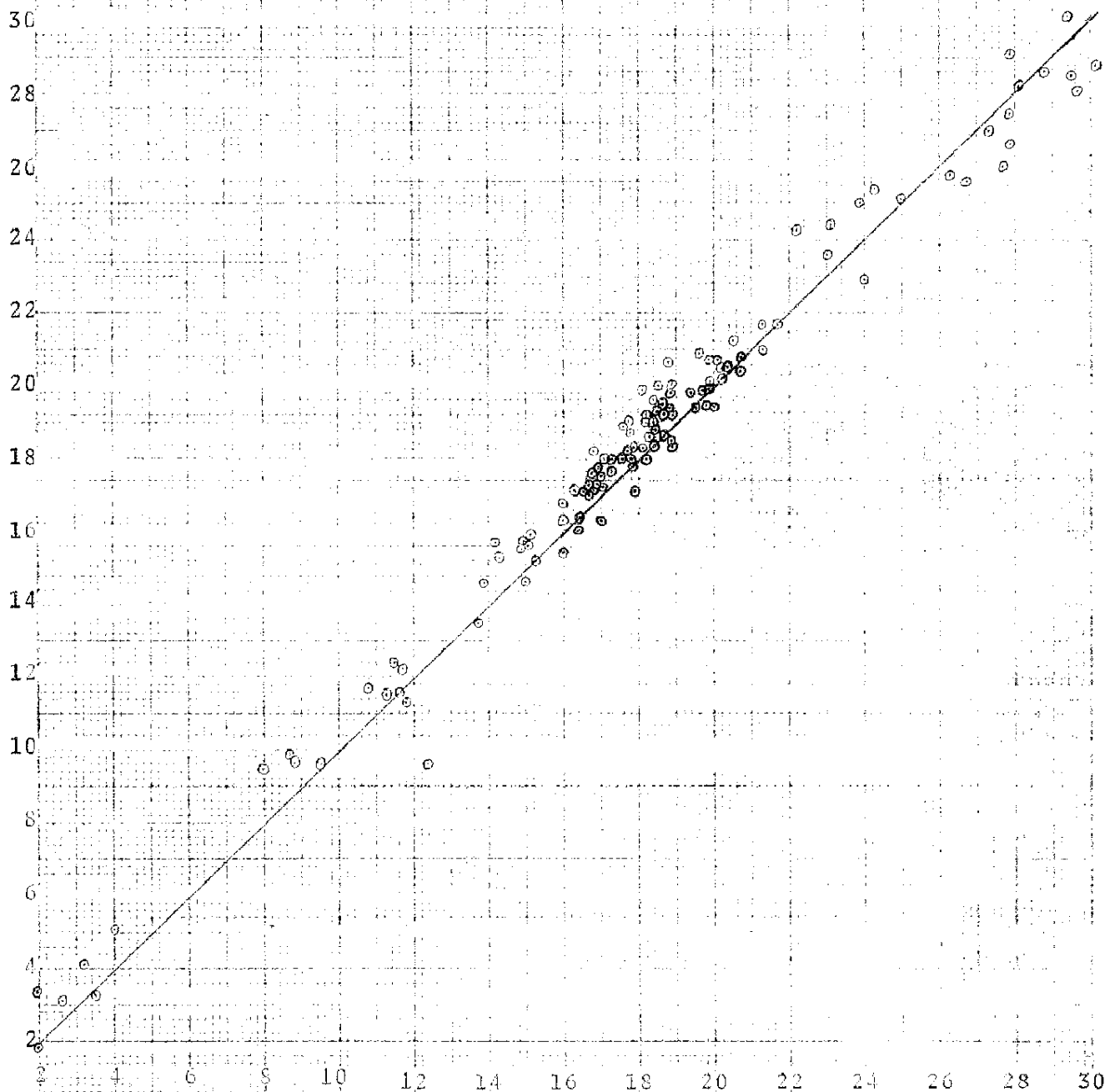
PM3001060862

GRAPH #3

FTC TAR

FTC MARKET SAMPLE #11 vs. P. M. DATA (JANUARY, 1972)

FTC MARKET SAMPLE #11
FTC TAR, MG/CIGT.



FTC TAR, MG/CIGT.
PHILIP MORRIS DATA (JANUARY, 1972)

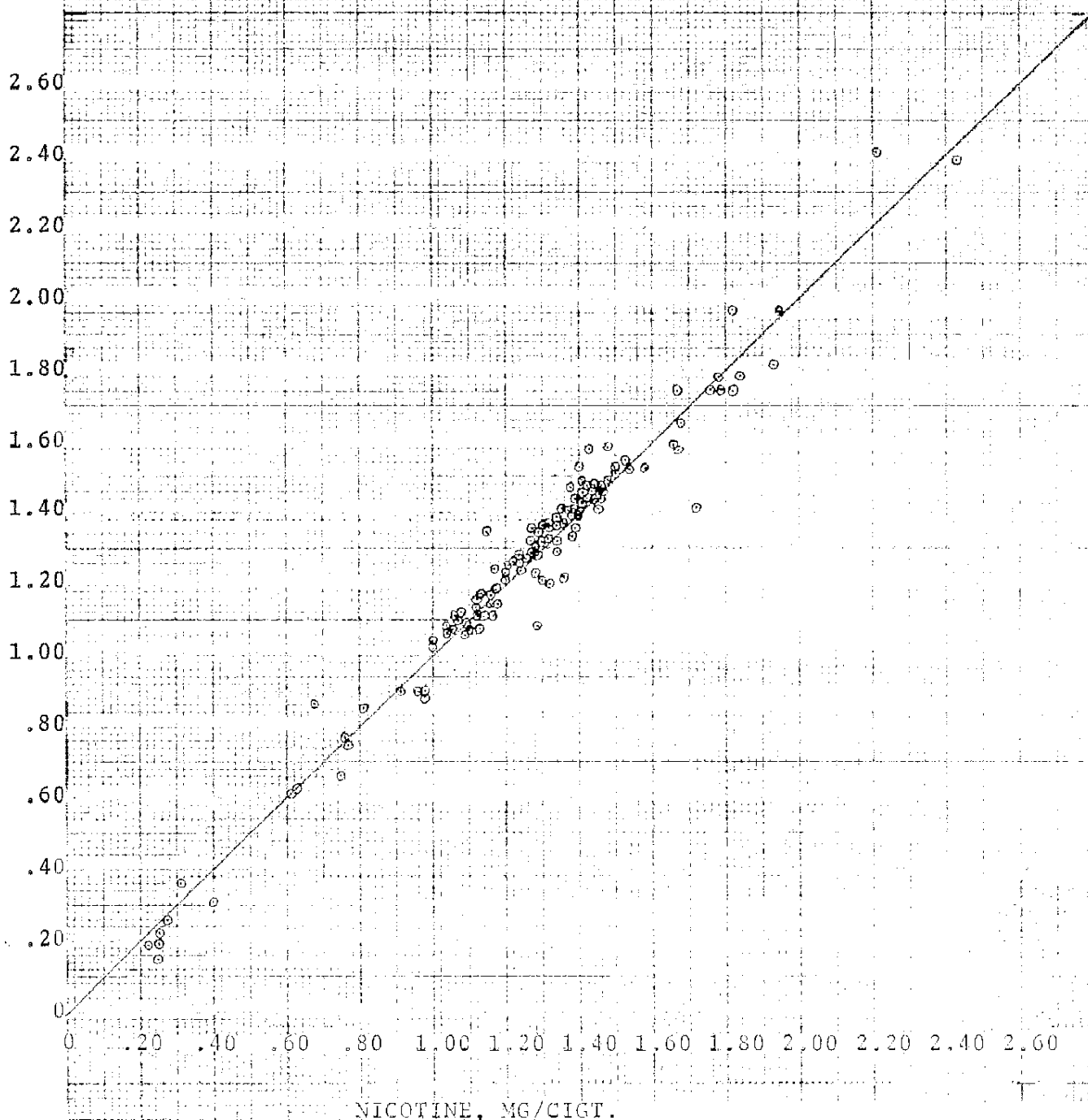
The 45° line represents zero difference in the FTC
tar between laboratories.

PM3001060863

FTC MARKET SAMPLE #11
NICOTINE, MG/CIGT.

GRAPH #4
NICOTINE

FTC MARKET SAMPLE #11 vs. P. M. DATA (JANUARY, 1972)

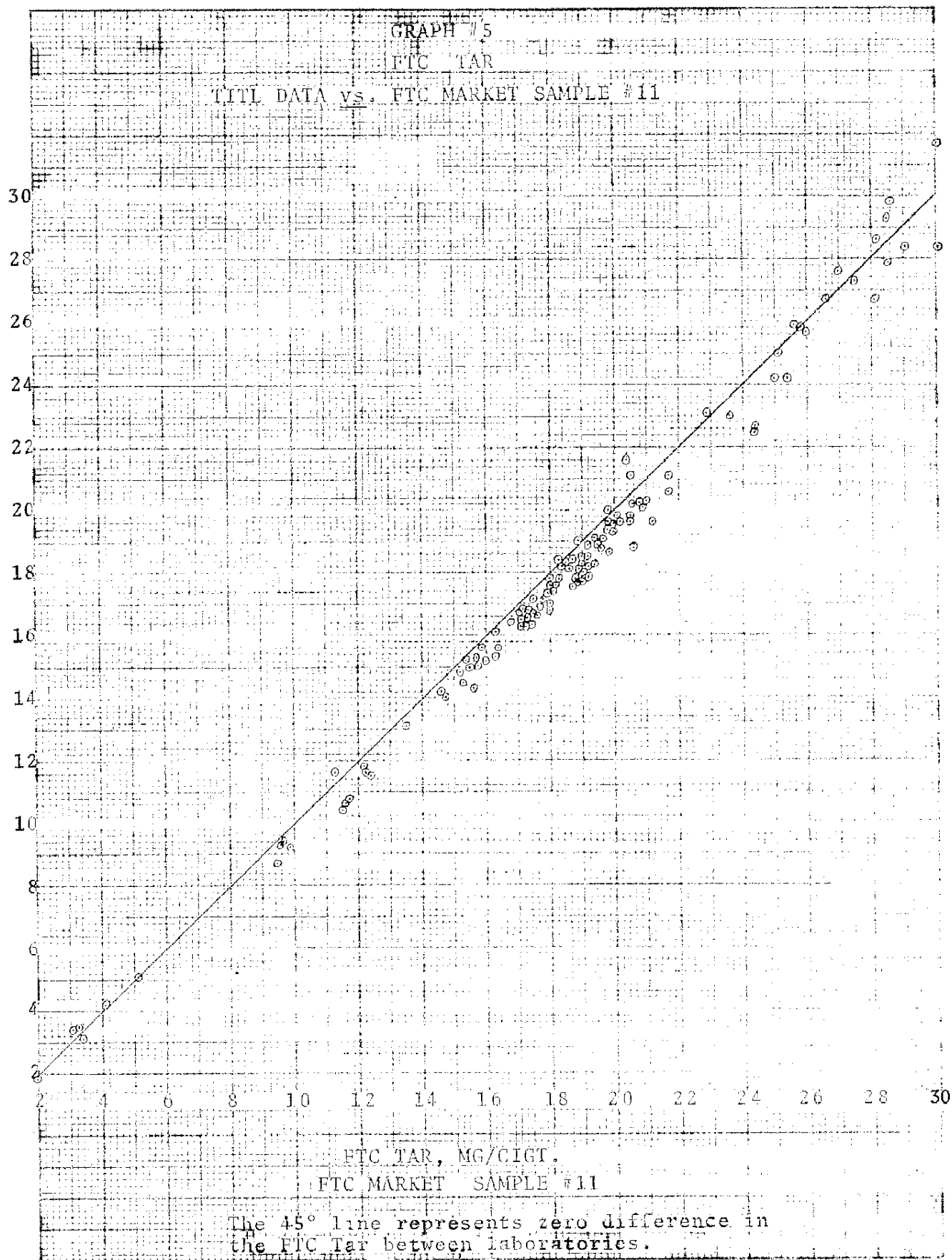


The 45° line represents zero difference in
the nicotine between laboratories.

PM3001060864

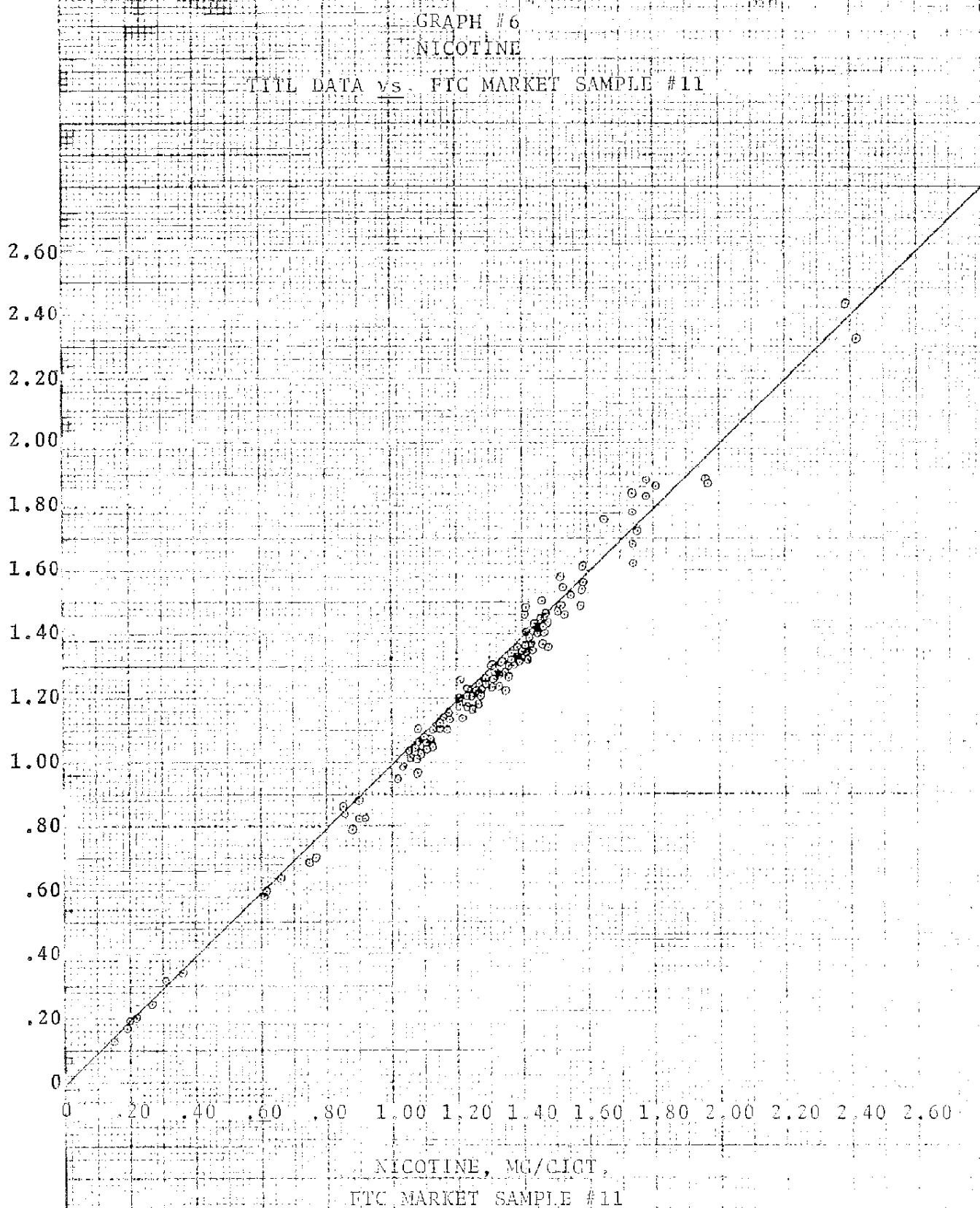
TITL MARKET SAMPLE #11

FTC TAR, MG/CIGT.



PM3001060865

TITL MARKET SAMPLE #11
NICOTINE, MG/CIGT.

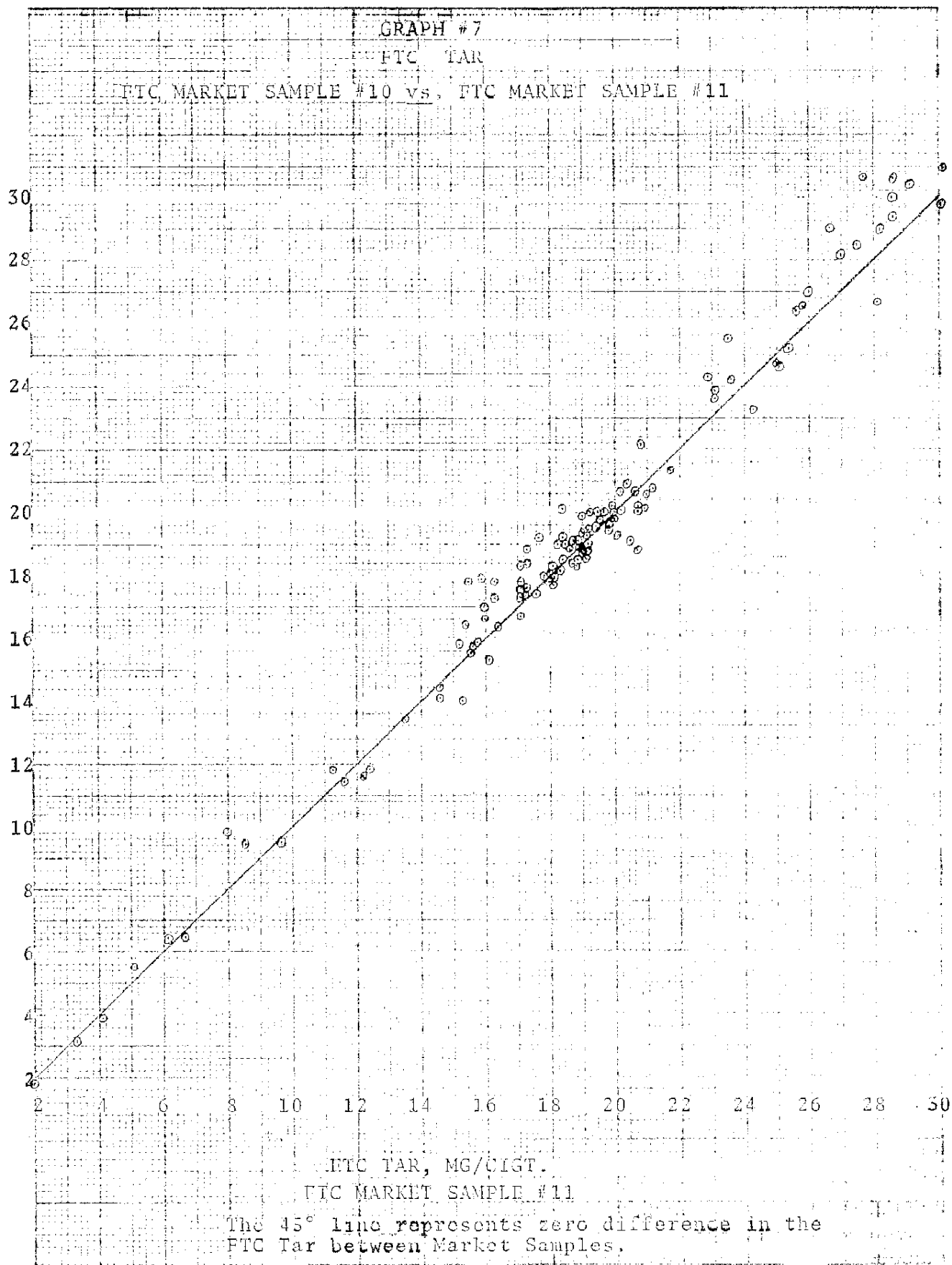


The 45° line represents zero difference in the
nicotine between laboratories.

PM3001060866

FTC MARKET SAMPLE #10

FTC TAR, MG/CIGT.



PM3001060867